

ABSTRACT OF THE DISCLOSURE

A system and method for earning, storing and redeeming credits in exchange for satisfying predetermined conditions on a Website. The predetermined conditions may be any of a variety of acts that can be conducted via a Website, including viewing and/or listening to advertisements, movie segments, music, spoken word, or promotional material. The predetermined conditions may also require the user to respond to an opinion or demographic survey, or to beta test a software application or game, or to interact in some other way with material presented via the Website. By directly rewarding the satisfaction of the predetermined conditions, the Website operator can incentivize greater participation in the conduct on which the fees paid by sponsors of the Website are based.

Credits are earned for satisfying the predetermined condition and are added to the user's account. The balance of unused credits in the account is maintained and displayed to the user when he or she visits the Website. This balance of unused credits is available for use immediately after it is posted. However, the user does not have to use the earned credits in any particular time period. The user may accumulate credits in his account until such time as he or she is ready to use them. The enduring nature of these credits enhances their value to users, and increases their motivation to satisfy the predetermined conditions.

Credits can be redeemed for total or partial discounts on services. In one embodiment, credits are redeemable for time segments of long distance telephone service. Such service may be supplied over the Internet or from phone-to-phone. Other services for which credits can be redeemable include access to movies, televised events or presentations, music, and games. In other embodiments, credits are redeemable for partial or total discounts on goods.

The flexible nature of the credits further enhances their value and incentive power to users of the Website.